

ABSTRACT

DESIGNING MEDIA FOR NATURE TOURISM PROMOTION AKU CANTIK CAMPGROUND SUKABUMI

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The increasing number of tourist destinations in the Sukabumi area, recorded on the website of the Central Bureau of Statistics of Sukabumi Regency, tourist attractions in the Sukabumi area have increased by 10 places, of which in 2015 there were 50 tourist attractions, but in 2021 it increased to 60 tourist attractions. One of the tourist attractions in Sukabumi City is Aku Cantik Campground, but there are still many people who do not know the nature tourism of Aku Cantik Campground, moreover people who are outside the Sukabumi area so that the number of visitors who come still do not meet the company's target. Data collection methods used in this research are literature study, observation, interviews, and questionnaires. While the data analysis method used is SWOT and comparison matrix. From the analysis results obtained data that promotional activities carried out are still not optimal, such as promotional media and information about tourist attractions are still not in accordance with the targets, limited information about Aku Cantik Campground to the public, and promotional media that were still not managed properly. Therefore, an effective promotional media is needed in order to provide information about the natural tourist destinations of Aku Cantik Campground so that it can be more recognized by the public

Keyword: *Nature Tour, Sukabumi City, Promotional Media, Visual Communication Design.*